

GOVERNMENT OF TELANGANA
ABSTRACT

YAT & C Department - Surajkund International Crafts Mela, Faridabad District, Haryana from 01-02-2015 to 15-02-2015 - Activities to enhance Telangana's branding - Sanction of Rs.17,17,500/- (Rupees Seventeen Lakhs Seventeen Thousand and Five Hundred Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT
G.O.RT.No. 173 **Dated: 17/03/2016**
Read the following:-

1. From the Principal Secretary to Government, Haryana Tourism Department, Chandigarh, D.O.No.PS/PST/2015/81, Dated: 09-09-2015.
2. From the Managing Director, Haryana Tourism Corporation, Chandigarh, DO No. SKMA-15/2017, Dated: 10-11-2015.
3. Government Letter No. 3024/T&PMU/2015, YAT & C (T&PMU) Department, Dated: 31-12-2015.
4. From M/s. PHD Chamber of Commerce and Industry, New Delhi, Letter No. ST-6-Haryana (Surajkund)-2993, Dated: 27-01-2016.
5. Government Letter No. 3024/T&PMU/2015, YAT & C (T&PMU) Department, Dated: 30-01-2016.
6. From M/s. PHD Chamber of Commerce and Industry, New Delhi, Invoice No. 329, Dated: 01-03-2016.

ORDER:-

In the reference 1st read above, the Principal Secretary to Government, Haryana Tourism Department, Chandigarh has informed that Government of Haryana organizes Internationally acclaimed Surajkund Crafts Mela every year from February 1-15 at Surajkund, Faridabad District, Haryana. It occupies a place of pride on the International tourist calendar where more than 1.3 million visitors thronged the Mela last year. The Mela is hosted by Haryana Tourism and one of the States of India is given the honour to participate as the Theme State every year.

2. In the reference 2nd read above, Managing Director, Haryana Tourism Corporation, Chandigarh has conveyed the acceptance of the State of Telangana to participate in 30th Surajkund International Crafts Mela - 2016 as THEME STATE.

3. In the references 3rd read above, Government have engaged the services of M/s. PHD Chamber of Commerce and Industry, New Delhi as event management agency for the above said event.

4. In the reference 5th read above, Government have accorded permission to M/s. PHD Chamber of Commerce and Industry, New Delhi for undertaking additional activities to enhance Telangana's branding during the 30th Surajkund International Crafts Mela from 01-02-2016 to 15-02-2016 at Faridabad, Haryana as detailed below for an amount of Rs.15,00,000/-:

Sl.No.	Name of Activity
1.	Branding & Publicity
a)	Outdoor hoardings at additional 20 locations of Delhi NCR
b)	LED Fittings on 2 Permanent Structures and erection of 25 welcome boards with LED fittings
c)	News Paper Advertisement for the Telangana Fashion Show (2 Newspapers)
d)	Printing & Publicity of 500 copies of a Research Study on Telangana through the Research Bureau of PHD Chamber

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2.	Ambience Creation & Venue Décor
a)	Additional job of painting, motif design & backdrops in areas other than the ones in the scope of the Theme State
3.	Organization of Telangana Centric Competitions at Natyashala
a)	Logistics for competition
b)	Comparing & Organization Charges
c)	Gifts (110*300) - Tea Shirts with Telangana Tourism Logo

5. In the reference 6th read above, M/s. PHD Chamber of Commerce and Industry, New Delhi has submitted bills for an amount of Rs.17,17,500/- (Rs.15,00,000/- + Rs.2,17,500/- service taxes @ 14.5%) and requested to release the same.

6. Government after careful examination of the matter hereby sanction an amount of Rs.17,17,500/- (Rupees Seventeen Lakhs Seventeen Thousand and Five Hundred Only) including taxes to M/s. PHD Chamber of Commerce and Industry, New Delhi towards undertaking additional activities to enhance Telangana's branding during the 30th Surajkund International Crafts Mela from 01-02-2016 to 15-02-2016 at Faridabad, Haryana as detailed above.

7. The amount sanctioned at para - 6 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure”.

8. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 6 above and disburse the same to M/s. PHD Chamber of Commerce and Industry, New Delhi through online. The following are bank account details:

Bank Name	:	Bank of India
Branch Name	:	Panchsheel
Account No.	:	6022 20 1000 100 35
IFSC Code	:	BKID 000 6022

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

B. VENKATESHAM
SECRETARY TO GOVERNMENT

To
M/s. PHD Chamber of Commerce and Industry, New Delhi.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (T&PMU) Department
The Deputy Pay & Accounts Officer, T.S. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU-Claims) Department.
SF/SCs

//FORWARDED::BY ORDER//

SECTION OFFICER